



Welcome to my books page—a showcase of my own writing, shaped by years of experience, curiosity, and a desire to share practical insights. These books reflect my personal journey and my aim is to offer readers honest, accessible guidance and stories.

If you've followed the controversies surrounding the new National Children's Hospital, "CHI – An Irish Healthcare Crisis" is my exploration of the systemic issues facing Children's Health Ireland, revealing the impact of long-term neglect and underinvestment.

For business owners and entrepreneurs, "Email Marketing PRO: A Beginner's Guide To Writing Emails That Sell" draws directly from my own successes and failures, offering straightforward advice for building and maintaining a responsive email list—even if you're starting from scratch or have struggled before.

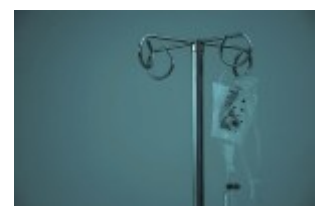
For anyone seeking peace in a fast-paced world, "I CAN MAKE YOU CALM: Finding Peace In An Anxious World" shares my practical strategies for understanding and managing anxiety, with twelve actionable ways to care for yourself.

And for those who appreciate poetry, "Dinner with Alice and Other Poems: Re-membered" is a personal collection spanning decades, touching on themes of love, loss, adventure, and reflection.

These books are the result of my own experiences and lessons learned. I hope you find something here that speaks to you. Thank you for visiting, and happy reading!

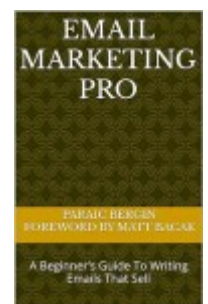
CHI – AN IRISH HEALTHCARE CRISIS: WHY CHILDREN'S HEALTH IRELAND TROUBLES ARE THE INEVITABLE CONSEQUENCES OF GENERATIONS OF NEGLECT AND UNDERINVESTMENT

Key Takeaways



- Children's Health Ireland (CHI), the cornerstone of Irish paediatric healthcare, is facing an unprecedented crisis that reveals systemic failures in governance, clinical oversight, and organisational culture that directly impact patient care and safety.
- Vulnerable children with specific birth defects continued to receive substandard care long after national policy dictated they should be moved to more appropriate facilities.
- The toxic internal culture at CHI – characterised by professional rivalries, bullying, and leadership failures – has created an environment where patient safety concerns are routinely minimised or ignored.
- There are serious concerns about CHI's ability to manage the New Children's Hospital, which is already plagued by massive cost overruns and a decade of delays.
- The CHI crisis mirrors broader problems in Irish healthcare where governance structures fail to detect and address unethical practices until they reach catastrophic levels.

EMAIL MARKETING PRO: A BEGINNER'S GUIDE TO WRITING EMAILS THAT SELL



Despite regular predictions of the death of email, it continues to dominate the online marketing space and is likely to do so for quite some time.

It has significant advantages over social media, the foremost being permanency – emails sit in the inbox until removed while Facebook, LinkedIn, Twitter, Instagram, TikTok & Whatsapp feeds change by the second.

The real challenges for marketers are (a) avoiding the spam/junk folder and (b) getting their

email read.

This book is written for the beginner, by a beginner.

- One who has made every mistake in the book and then some.
- Who has invested time and money building a list, only to leave it go cold simply for want of keeping in touch.
- Who has faced the awful reality of sub 1% open rates and Zero clicks, of day after day, week after week checking in to see no sales.
- Who has culled hundreds of unresponsive emails from his lists, not once, not twice, but several times.
- One who has questioned why he ever got started with this and why he kept going.

A responsive list of subscribers is an asset no business should be without, yet many traditional businesses either don't have one or don't manage it properly. Email marketing is simple – difficult but simple. It demands discipline and consistency, focus and clarity. Done properly, it can be the difference between surviving and thriving.

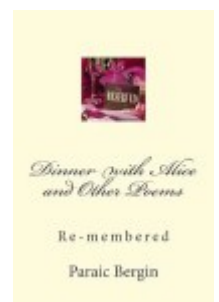
I CAN MAKE YOU CALM: FINDING PEACE IN AN ANXIOUS WORLD



A practical guide to Anxiety – what it is, what it does, and what it's for.

What causes it, how to deal with it, what to do when you can't.

12 pragmatic ways to care for yourself.



DINNER WITH ALICE AND OTHER POEMS: RE-MEMBERED

A short collection of poems written between 1977 and 2015 ranging from coming of age, love found and lost, travels and adventures, death and dying.